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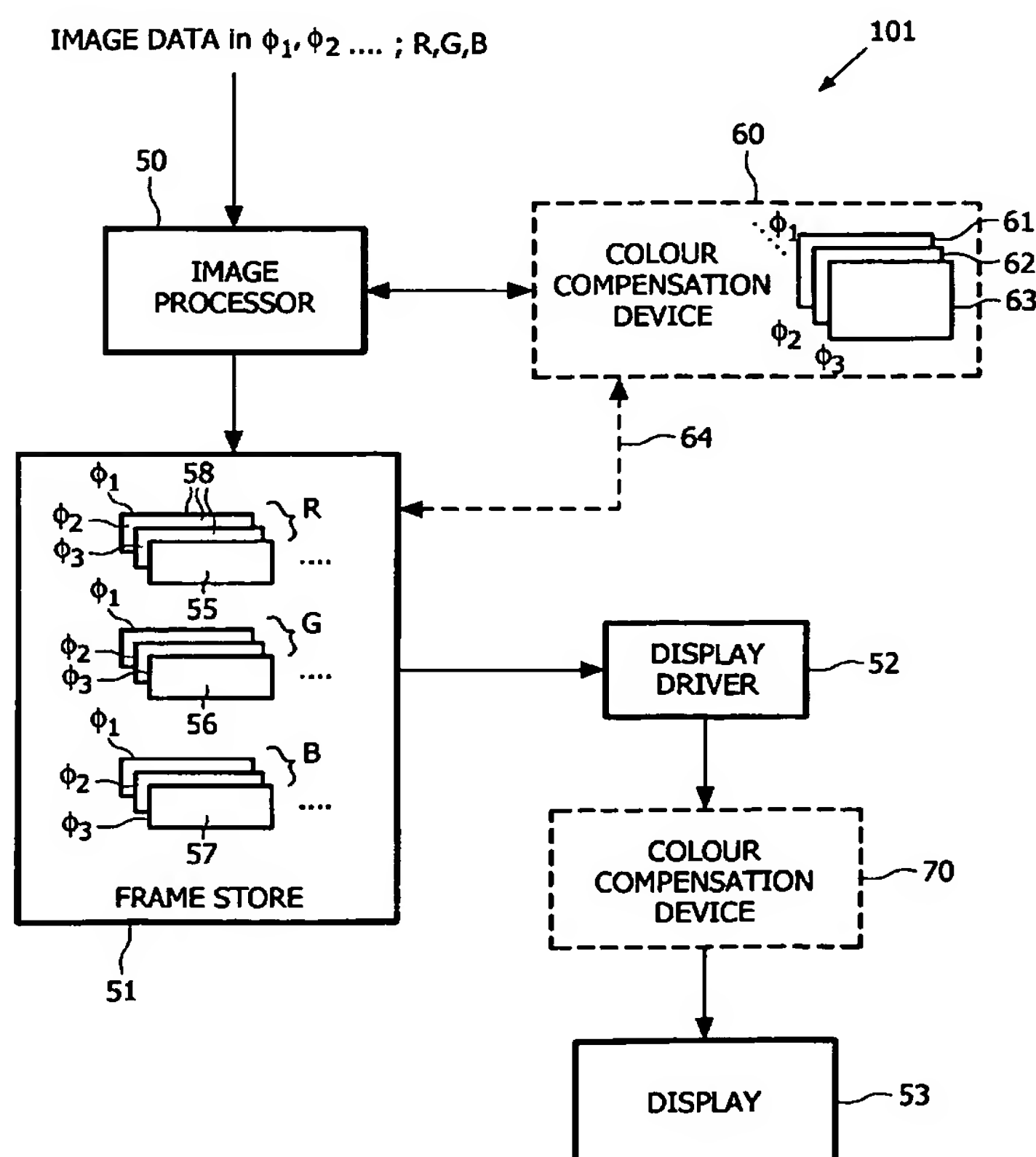
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(54) Title: **IMPROVING COLOUR RATIOS IN A 3D IMAGE DISPLAY DEVICE**



(57) Abstract: A display device for displaying a three dimensional image such that different views are displayed according to the viewing angle has a display panel with a plurality of separately addressable pixels for displaying said image. The pixels are grouped such that different pixels in a group correspond to different views of the image. The pixels are configured in colour clusters for each physical location within the image, a cluster comprising three pixel groups each corresponding to a different primary colour. A display driver controls a transmission characteristic of each pixel to generate an image according to received image data. The drive signals applied to each pixel in the display panel are adjusted using colour correction values that vary the optical transmission of each pixel within a group and each group within a cluster so as to produce an image colour for each cluster that is independent of viewing direction.



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